

Press Preview of Early Spring Fashions



FLORAL TOUCH—Noni Johnson is shown above wearing the latest in flowered print dresses. The spring ensemble, a rayon acetate dress with contrasting bolero, may be seen at Mode-O-Day dress shop, 1119 Sartori, Torrance.

Special Jewelry Provides the Proper Accents for Spring

Spring is here!—and with the advent of a new wardrobe, Milady must have new jewelry, or know how to shine up her old. This year, Easter is heralding new ideas in accessories for the spring season—both daring and conservative.

To give jewelry a spring cleaning, all that is needed is soap, water, ammonia and a toothbrush. When finished it may be polished with clean chamois leather. When cleaning pearls, wipe with a damp cloth and roll, don't pull, on a towel.

Pearls in profusion spell out "chic" for spring and summer. This is the era of great pearls—whether the reallest of the real Orientals or fabulous fakes. Best imitations: Majorcan, made with endless layers of fishskin; approaching the voluptuous quality of Oriental pearls.

Big, is the key word now for bracelets and pins. Prettiest bracelets are pairs of big, beaded cuffs—full, round and stretchy—woven of diamond balls, jet and gray pearls; or amber and orange; or whatever colors you love. Wear these (and your wrist watch) well above the wristbone for the look of a small, elegant wrist and a long smooth arm.

Most exciting pins are extravagant, but delicately executed, like court jewels... great swirls of white diamonds or yellow diamonds set in gold rather than platinum... striking figurines such as unicorns of baroque pearls or blackamoors of enamel, coral and diamonds... Position is as important as the jewel itself. By day,

giant jewels, half hidden in a shawl neckline or turned under a collar or lapel, are full of drama and allure. By night, bring them out in the open.

Put one perfect pearl—of opposing colors—on each ear. One may be gray, the other white. Or consider a coral earring balanced by a black pearl. Clip two big gold chain earrings to one ear, leaving the other bare. Two rings, varying only slightly in design, on each littlest finger look wonderfully chic... Wear twin baguettes of solid emeralds or solid rubies... whatever spring jewelry a woman chooses—it should be in keeping with the exciting new fashions of the season.



CHIC ENSEMBLE — Miss Fashion Sophisticate Gerry O'Hara models smart box suit in two-piece black linen. Adding just the proper accent is the floral dacor blouse, silk chiffon petal hat and purse. Jezebel, 2100 Hawthorne Blvd., carries this complete ensemble among their line of quality clothes.



FASHION ACCENT—There's nothing like a fur jacket or stole to turn even the most modest Easter ensemble into a lovely fashion creation. Mary Bedford is shown above modeling a cerulia let out portrait type mink jacket from Manhattan Furs, 8820 Sepulveda, Torrance.

Swimming Suits

As a part of the tidal wave of femininity in current fashion, swim suit styling and colors are re-vitalized and more appealing than ever to the woman who wants to look like a woman at the beach.

The waistline is markedly defined. First, there is the belted look with either the clasp or tie variety. The soft or relaxed look in swim suit styling—so important this year—often utilizes the tunnel waistline with or without an actual belt. Other waistlines are dropped—often with a low, decidedly flared skirt.

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Feminine Fashion Mood Apparent In Women's Wardrobes for Spring

The new fashion mood is purely feminine. Ruffles, pleats, capelets and paneled skirts be they on dresses, suits or coats are used in a very artistic manner. New suit designs have effortless little jackets which take many forms. One of the most important is the cropped-above-the-hip line shape. Narrow set-in sleeves and small, notched collars which stand away from the neck are other important features. Cape shapes are combined

with newly softened skirt lines, contributing a new soft fashion note.

Look for fleece-colored corduroy as an important fashion in coats. These feature three-quarter sleeves and a narrow, notched collar.

Brightened navy is a good choice for a new suit. Check on the fluid lines with a sheath skirt and a tank top overblouse.

Colors can be almost anything, from a gold and black stripe for an ensemble to a pale, melon color for jacket and dress.

Suits Are A Season Favorite

Suits will be a most popular item in the closets of fashion conscious women this Spring, as designers and manufacturers have provided them with a softer, more feminine look than previously.

Women will find longer-jacket suits with a certain softness about them, perhaps in the curving line of a cut-away or the airy lightness of a tunic jacket in bubbly soufflé tweed.

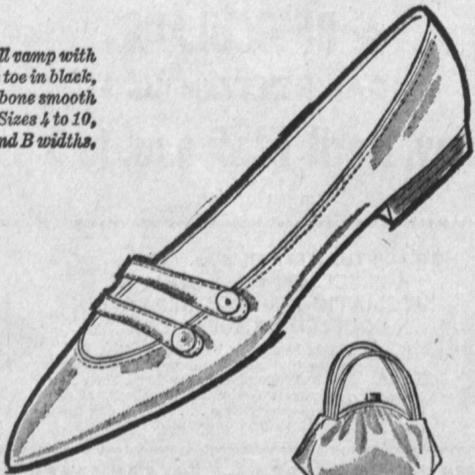
Although trim and crisply tailored, some suits will be provided with hip-curved cutaway jackets making them extremely feminine.

Materials will include textured silk tweeds, wool flannel, worsteds, nylon and wool blends, etc.—and colors will range from the most pale conservative one could imagine, to the absolutely daring!

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